

Application No.: 10/725,197  
Response to Final Office Action of 3/21/2007

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### **AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application;

#### **Listing of Claims:**

1. (Currently amended) A computer-implemented method for searching, said method comprising:  
receiving a first search term; and  
providing a plurality of candidate search terms related to said first search term, wherein said candidate search terms are generated in accordance with relevancy scores, said candidate search terms comprise potential alternative search terms, said relevancy scores are based on click information behavior of a plurality of users, and at least one user of said plurality of users does not have a user profile.
2. (Currently amended) The method of claim 1, wherein the click information include said relevancy scores are derived in accordance with sales information.
3. (Cancelled)
4. (Original) The method of claim 1, wherein said plurality of candidate search terms are organized in accordance with brands.
5. (Original) The method of claim 1, wherein said plurality of candidate search terms are organized in accordance with products.
6. (Original) The method of claim 1, wherein said plurality of candidate search terms are organized in accordance with related searches.
7. (Original) The method of claim 1, wherein said plurality of candidate search terms are presented as links to other destinations.

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8. (Original) The method of claim 1, wherein said candidate search terms are generated off-line.

9. (Original) The method of claim 1, wherein said candidate search terms are organized in a look-up table.

10. (Original) The method of claim 9, wherein said look-up table is a hash table.

11. (Original) The method of claim 1, wherein said candidate search terms are generated in accordance with a span that defines a number of word units.

12. (Original) The method of claim 11, wherein said span is greater than one word unit.

13. (Original) The method of claim 1, wherein said candidate search terms are refined in accordance with an inflection distance.

14. (Original) The method of claim 13, wherein said inflection distance is a measure of closeness between two search terms.

15. (Previously presented) The method of claim 1, further comprising:

comparing said first search term with a dictionary prior to providing said plurality of candidate search terms.

16. (Original) The method of claim 15, wherein said dictionary comprises a brand dictionary that comprises a plurality of brands.

17. (Previously presented) The method of claim 16, wherein if said first search term is deemed to be a brand, then at least one of said plurality of candidate search terms is presented as a product of said brand.

18. (Original) The method of claim 15, wherein said dictionary comprises an artist dictionary that comprises at least one of singers, performers, bands, and actors.

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19. (Previously presented) The method of claim 1, further comprising:

normalizing said plurality of candidate search terms in accordance with occurrence time of said plurality of candidate search terms.

20. (Previously presented) The method of claim 1, further comprising:

normalizing said plurality of candidate search terms in accordance with display position of said plurality of candidate search terms.

21. (Currently amended) An apparatus for computer-implemented searching, comprising:

means for receiving a first search term; and

a processor means for providing a plurality of candidate search terms related to said first search term, wherein said candidate search terms are generated in accordance with relevancy scores, said candidate search terms comprise potential alternative search terms, said relevancy scores are based on click information behavior of a plurality of users, and at least one user of said plurality of users does not have a user profile; and

a memory for storing the click information.

22. (Currently amended) The apparatus of claim 21, wherein click information includes ~~said relevancy scores are derived in accordance with~~ sales information.

23. (Cancelled)

24. (Original) The apparatus of claim 21, wherein said plurality of candidate search terms are organized in accordance with brands.

25. (Original) The apparatus of claim 21, wherein said plurality of candidate search terms are organized in accordance with products.

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26. (Original) The apparatus of claim 21, wherein said plurality of candidate search terms are organized in accordance with related searches.

27. (Original) The apparatus of claim 21, wherein said plurality of candidate search terms are presented as links to other destinations.

28. (Original) The apparatus of claim 21, wherein said candidate search terms are generated off-line.

29. (Original) The apparatus of claim 21, wherein said candidate search terms are organized in a look-up table.

30. (Original) The apparatus of claim 29, wherein said look-up table is a hash table.

31. (Currently amended) A computer-readable medium encoded with computer having stored thereon a plurality of instructions, the plurality of instructions including instructions which, when executed by a processor, cause the processor to perform a method, the method comprising the steps comprising of:

receiving a first search term; and

providing a plurality of candidate search terms related to said first search term, wherein said candidate search terms are generated in accordance with relevancy scores, said candidate search terms comprise potential alternative search terms, said relevancy scores are based on click information behavior of a plurality of users, and at least one user of said plurality of users does not have a user profile.

32. (Currently amended) The computer-readable medium of claim 31, wherein the click information includes said relevancy scores are derived in accordance with sales information.

33. (Cancelled)

34. (Original) The computer-readable medium of claim 31, wherein said plurality of candidate search terms are organized in accordance with brands.

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35. (Original) The computer-readable medium of claim 31, wherein said plurality of candidate search terms are organized in accordance with products.

36. (Original) The computer-readable medium of claim 31, wherein said plurality of candidate search terms is organized in accordance with related searches.

37. (Original) The computer-readable medium of claim 31, wherein said plurality of candidate search terms are presented as links to other destinations.

38. (Original) The computer-readable medium of claim 31, wherein said candidate search terms are generated off-line.

39. (Original) The computer-readable medium of claim 31, wherein said candidate search terms are organized in a look-up table.

40. (Original) The computer-readable medium of claim 39, wherein said look-up table is a hash table.

41. (Original) The computer-readable medium of claim 31, wherein said candidate search terms are generated in accordance with a span that defines a number of word units.

42. (Original) The computer-readable medium of claim 41, wherein said span is greater than one word unit.

43. (Original) The computer-readable medium of claim 31, wherein said candidate search terms are refined in accordance with an inflection distance.

44. (Original) The computer-readable medium of claim 43, wherein said inflection distance is a measure of closeness between two search terms.

45. (Previously presented) The computer-readable medium of claim 31, further comprising the step of:

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comparing said first search term with a dictionary prior to providing said plurality of candidate search terms.

46. (Original) The computer-readable medium of claim 45, wherein said dictionary comprises a brand dictionary that comprises a plurality of brands.

47. (Previously presented) The computer-readable medium of claim 46, wherein if said first search term is deemed to be a brand, then at least one of said plurality of candidate search terms is presented as a product of said brand.

48. (Original) The computer-readable medium of claim 45, wherein said dictionary comprises an artist dictionary that comprises at least one of singers, performers, bands, and actors.

49. (Original) The computer-readable medium of claim 31, further comprising the step of:  
normalizing said plurality of candidate search terms in accordance with occurrence time of said plurality of candidate search terms.

50. (Original) The computer-readable medium of claim 31, further comprising the step of:  
normalizing said plurality of candidate search terms in accordance with display position of said plurality of candidate search terms.

51. (Currently amended) The method of claim 1, wherein click information includes ~~said relevancy scores are based upon~~ purchase data.

52. (Previously presented) The method of claim 51, wherein the purchase data is based upon purchase behavior of a plurality of users.

53. (Currently amended) The method of claim 1, wherein click information includes ~~said relevancy scores are based upon~~ purchase data and click data.

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54. (Currently amended) The apparatus of claim 21, wherein click information includes said relevancy scores are based upon purchase data.

55. (Previously presented) The apparatus of claim 54, wherein the purchase data is based upon purchase behavior of a plurality of users.

56. (Currently amended) The apparatus of claim 21, wherein click information includes said relevancy scores are based upon purchase data and click data.

57. (Currently amended) The computer-readable medium of claim 31, wherein click information includes said relevancy scores are based upon purchase data.

58. (Previously presented) The computer-readable medium of claim 57, wherein the purchase data is based upon purchase behavior of a plurality of users.

59. (Currently amended) The computer-readable medium of claim 31, wherein click information includes said relevancy scores are based upon purchase data and click data.

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